

Application Serial No.: 09/251,480

Attorney Docket No. 031792-0311576 (24122-402)

In Response to Final Office Action mailed July 28, 2004

**REMARKS**

In response to the Office Action (Paper No. 29) mailed July 28, 2004 (hereinafter "Office Action"), claims 8-9, 11, 21-24, 33, 34, 41, 43-44, 48-50 have been amended, and claims 54-59 have been newly added. No claims have been cancelled. Therefore, claims 1-59 are pending. Support for the instant amendments is provided throughout the as-filed Specification. Thus, no new matter has been added. In view of the foregoing amendments and following comments, allowance of all the claims pending in the application is respectfully requested.

**Information Disclosure Statement (I.D.S.)**

1. Information Disclosure Statements were submitted by Applicant on: (1) July 16, 1999; (2) August 11, 1999; and (3) August 18, 1999. To date, however, Applicant has not received a signed copy of the Form PTO-1449 for each of these submissions indicating that these Information Disclosure Statements were considered. Accordingly, Applicant respectfully requests that the Examiner provide a signed copy of the Form PTO-1449 for each of these submissions with the next Office Action. For the convenience of the Examiner, a copy of the I.D.S. submitted on July 16, 1999 is provided herewith as **Exhibit A**; a copy of the I.D.S. submitted on August 11, 1999 is provided herewith as **Exhibit B**; and a copy of the I.D.S. submitted on August 18, 1999 is provided herewith as **Exhibit C**.

2. Applicant is submitting herewith a Supplemental I.D.S. Applicant respectfully requests that the Examiner consider the cited references and provide a signed copy of the Form PTO-1449 for this submission with the next Office Action.

**Specification**

The Examiner alleges that the title of the invention is not descriptive, and requests that a new title be submitted that is clearly indicative of the invention to which the claims are directed. See Office Action, pg. 2, ¶2. Although Applicant disagrees with the objection of the Examiner,

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the title has been amended solely in an effort to expedite prosecution. As such, withdrawal of the objection is earnestly sought.

**Rejections Under 35 U.S.C. §102**

Claims 1-21 stand rejected under 35 U.S.C. §102(e) as allegedly being anticipated by U.S. Patent No. 5,796,393 to MacNaughton *et al.* ("MacNaughton"). See Office Action, pg. 3, ¶4. Applicant traverses the rejection of claims 1-21 for at least the reason that MacNaughton does not appear to disclose each of the elements of independent claims 1, 8, 11, 18, and 21. "A prior art reference anticipates a patent claim if the reference discloses, either expressly or inherently, all of the limitations of the claim." *Metabolite Laboratories, Inc. v. Laboratory Corporation of America Holdings*, 370 F.3d 1354, 1367 (Fed. Cir. 2004) (quoting *EMI Group N. Am., Inc. v. Cypress Semiconductor Corp.*, 268 F.3d 1342, 1350 (Fed. Cir. 2001) (citation omitted)).

Applicant's invention is generally directed to an incentive network that provides systems, apparatus, and methods for distributing incentives (*e.g.*, awards, discounts, coupons, points, *etc.*) on a network-wide basis, and for permitting user access to incentives from various network servers. MacNaughton, by contrast, does not appear to even disclose incentives. In the Office Action, at pg. 7, ¶6, the Examiner practically acknowledges as much, conceding that MacNaughton does not specifically disclose using coupons, discounts, and awards. Rather, MacNaughton is directed to a Community Browser that allegedly enhances a user's on-line experience by enabling those with similar interests or shared circumstances to enjoy on-going social relations (*see* MacNaughton, *e.g.*, col. 3, lines 8-10). In particular, MacNaughton discloses a community server (18) that interacts with a membership database (44) to determine if a user belongs to the community associated with the URL (*see* MacNaughton, *e.g.*, col. 8, lines 10-12). If it is determined that the user belongs to a community, the user is given the opportunity to enter the community and access all information pertaining to the community (*see* MacNaughton, *e.g.*, col. 8, lines 12-23).

With regard to claims 1-21, MacNaughton does not appear to disclose at least: (1) transmitting or providing a first identifier and a network server identifier (NID) to an incentive

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host server; (2) determining at the incentive host server available incentives using at least the first identifier and the NID, wherein the NID is used to identify available incentives associated with the NID; and (3) an incentive server database. For *at least* these reasons, the rejection of claims 1-21 under 35 U.S.C. §102(e) is improper and should be withdrawn.

**A. MacNaughton fails to disclose transmitting or providing a first identifier and a network server identifier (NID) to an incentive host server.**

Independent claims 1, 8, and 11 each generally recite, *inter alia*, the feature of transmitting a first identifier and a network server identifier (NID) corresponding to an access request to an incentive host server. Independent claim 18 recites “transmitting a first identifier and a network server identifier (NID) to the incentive host server,” and independent claim 21 recites “providing identifying information including a first identifier and a network server identifier (NID) to the host server.” MacNaughton does not appear to disclose these features.

In the Office Action (at pgs. 3, 5, & 6-7), the Examiner sets forth several citations to MacNaughton that allegedly disclose these features. In particular, the Examiner relies on MacNaughton at: (1) Abstract; (2) FIGS. 1-2; (3) col. 3, line 8 - col. 4, line 32; (4) col. 5, line 13 – col. 6, line 24; (5) col. 9, lines 1-41; (6) col. 8, line 10 – col. 10, line 67; and (7) col. 11, line 13 – col. 12, line 41. Applicant disagrees.

At best, MacNaughton appears to disclose that a user may belong to multiple communities having particular capabilities, and that each community is identified by a text name and an identification number, and has an associated port number through which a connection may be established with a specific community server. MacNaughton further discloses that each interaction between a Community Client and Community Server is identified by a “Capability Id” number, and that these numbers represent specific features, functions, or community capabilities that may be offered to the user. *See* MacNaughton, *e.g.*, col. 9, lines 1-41.

The community server (18) in MacNaughton is not an incentive host server as disclosed and claimed by Applicant. Moreover, identifying each interaction between a Community Client and Community Server by a “Capability Id” number in MacNaughton does not appear to constitute a transmission of a first identifier and a network server identifier (NID) to an incentive

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host server (as disclosed and claimed by Applicant in independent claims 1, 8, 11, and 18), or to a host server as recited in independent claim 21. Further, MacNaughton does not disclose transmitting a first identifier and a network server identifier (NID) corresponding to an access request to an incentive host server, as claimed by Applicant in independent claims 1, 8, and 11.

For at least this reason, the rejection of independent claims 1, 8, 11, 18, and 21 under 35 U.S.C. §102(e) is improper and should be withdrawn. If the rejection is maintained, Applicant requests that the Examiner identify the specific portions of MacNaughton that disclose each of the first identifier, the network server identifier (NID), the access request, the incentive host server, and the transmission of the first identifier and the network server identifier (NID) corresponding to the access request to the incentive host server.

**B. MacNaughton fails to disclose determining at the incentive host server available incentives using at least the first identifier and the NID, wherein the NID is used to identify available incentives associated with the NID.**

Independent claims 1, 8, 11, and 18 each generally recite, *inter alia*, the feature of determining available incentives using the first identifier and the NID, and identifying available incentives associated with the NID. Independent claim 21 recites “identifying information including a first identifier and a network server identifier (NID)” and “wherein the identifying information is used by the incentive distribution module, at least in part, to identify available incentives associated with the NID.” MacNaughton does not appear to disclose these features.

In the Office Action (at pgs. 3, & 5-6), the Examiner alleges that MacNaughton discloses these features at: (1) col. 9, lines 1-41; (2) col. 6, line 25 – col. 7, line 61; and (3) col. 9, line 42 – col. 10, line 51. Applicant disagrees. Again, as recited above, MacNaughton does not discuss incentives. Moreover, nowhere in any of the cited passages does MacNaughton appear to disclose determining available incentives using a first identifier and an NID, and identifying available incentives associated with the NID. At best, MacNaughton teaches notifying users of capabilities that are associated with communities and indicating or referencing additional information content as well as interaction options or methods that may be of interest to the user. *See MacNaughton, e.g., col. 7, lines 14-19.* Neither this passage, nor the other passages in

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MacNaughton relied upon by the Examiner, appear to constitute disclosure of determining available incentives using a first identifier and an NID, and identifying available incentives associated with the NID, as disclosed and claimed by Applicant in independent claims 1, 8, 11, 18, and 21.

Independent claim 21 recites that the identifying information, which includes a first identifier and a network server identifier (NID), is used by the incentive distribution module, at least in part, to identify available incentives associated with the NID. MacNaughton does not appear to disclose an incentive distribution module, nor does the Examiner set forth in the Office Action (at pg. 6) the specific portion of MacNaughton that discloses an incentive distribution module.

For at least these reasons, the rejection of independent claims 1, 8, 11, 18, and 21 under 35 U.S.C. §102(e) is improper and should be withdrawn. If the rejection is maintained, Applicant requests that the Examiner identify the specific portions of MacNaughton that disclose determining available incentives using a first identifier and an NID, and identifying available incentives associated with the NID, and further identify the portion of MacNaughton that discloses an incentive distribution module.

**C. MacNaughton fails to disclose an incentive server database.**

Independent claims 1, 8, and 11 each generally recite, *inter alia*, the feature of wherein the NID is used to identify available incentives in an incentive server database associated with the NID. MacNaughton does not appear to disclose an incentive server database, wherein available incentives are associated with network server identifiers. For at least this reason, the rejection of independent claims 1, 8, 11, under 35 U.S.C. §102(e) is improper and should be withdrawn. If the rejection is maintained, Applicant requests that the Examiner identify the specific portion of MacNaughton that discloses an incentive server database, wherein available incentives are associated with network server identifiers.

For at least the reasons set forth above detailing the deficiencies of MacNaughton, the rejection of independent claims 1, 8, 11, 18, and 21 under 35 U.S.C. §102(e) is improper and

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should be withdrawn. Applicant further submits that dependent claims 2-7, 9-10, 12-17, 19-20, and 22-33 are allowable because they depend from allowable independent claims, as well as for the further limitations they contain.

### **Rejections Under 35 U.S.C. §103**

Claims 22-53 stand rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over MacNaughton in view of U.S. Patent No. 6,055,573 to Gardenswartz *et al.* ("Gardenswartz"). *See* Office Action, pg. 7, ¶6. Applicant traverses the rejection of claims 22-53 for at least the reason that the Examiner has failed to establish a *prima facie* case of obviousness.

Three requirements must be met to establish a *prima facie* case of obviousness under 35 U.S.C. §103(a). The requirements are: (1) the prior art must teach or suggest all the claims limitations; (2) there must be some suggestion or motivation, either in the references themselves, or in the knowledge generally available to one of ordinary skill in the art, to modify the references or combine reference teachings; and (3) there must be a reasonable expectation of success. MPEP §2142.

#### **A. Claims 22-33.**

Claims 22-24 depend from independent claim 1. Claims 25-27 depend from independent claim 8, and claims 28-30 depend from independent claim 11. In the Office Action, at pg. 7, ¶6, the Examiner concedes that MacNaughton does not specifically disclose using coupons, discounts, and awards. The Examiner relies on Gardenswartz, however, for a teaching of coupons, discounts, and awards, alleging that:

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to implement Gardenswartz's teachings into the computer system of MacNaughton to process data transactions over the Internet because it would have tracked a consumer's online activity and thus delivered appropriate product information to consumers based on purchase history. *See* Office Action, pg. 8.

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Applicant submits that there exists no teaching, suggestion, or motivation to modify MacNaughton to include the teachings of Gardenswartz. MacNaughton is directed to a system and method for enhancing a computer user's Internet browsing experience by determining a user's preferences and facilitating the user's interaction with a community of users (community members) sharing similar preferences via community content annotations related to on-line content, and via synchronous and asynchronous interactions with community members sharing similar preferences. *See* MacNaughton, *e.g.*, col. 1, lines 8-16. Gardenswartz, by contrast, is directed to a method, system, and computer program product for communicating with a computer associated with a particular consumer, based on the consumer's offline purchase history. *See* Gardenswartz, *e.g.*, col. 1, lines 15-20. The Examiner's stated motivation for applying the teachings of Gardenswartz to MacNaughton so that the system of MacNaughton can deliver appropriate product information to consumers based on purchase history is unsupported, as MacNaughton does not appear to be concerned with providing targeted advertisements and product information to users.

Assuming arguendo that there was a teaching, suggestion, or motivation to combine the two references, the rejection would still be improper as MacNaughton and Gardenswartz, even when combined, fail to disclose, teach, or suggest all of the elements of claims 22-33. In particular, the addition of Gardenswartz fails to cure the deficiencies in MacNaughton articulated above by Applicant in the discussion of the rejection of independent claims 1, 8, 11, 18, and 21 under 35 U.S.C. §102(e). As such, Applicant submits that dependent claims 22-33 are allowable because they depend from allowable independent claims (1, 8, or 15), as well as for the further limitations they contain.

**B. Claims 34-53.**

Independent claims 34, 39, 44, 48, 52, and 53 each generally recite, *inter alia*, the features of receiving a network server identifier (NID) and a first identifier, and determining information regarding one or more coupons based at least in part on the network server identifier (NID) and the first identifier. In the Office Action, at pgs. 8-10, the Examiner relies on MacNaughton for these features and references the alleged rejections under 35 U.S.C. §102(e) over MacNaughton.

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For example, in the Office Action at pg. 8., the Examiner recites that “[c]laim 34 is rejected for the same reasons set forth in claim 1 above.” Applicant traverses the rejections of claims 34-53 and maintains that the Examiner has failed to establish a *prima facie* case of obviousness.

There exists no teaching, suggestion, or motivation to modify MacNaughton to include the teachings of Gardenswartz as discussed above with regard to the alleged rejection of claims 22-33. Regardless, assuming arguendo that MacNaughton and Gardenswartz could be properly combined, the combination would still fail to disclose, teach, or suggest all of the elements of claims 34-53. In particular, the addition of Gardenswartz fails to cure the deficiencies in MacNaughton articulated above by Applicant in the discussion of the rejection of independent claims 1, 8, 11, 18, and 21 under 35 U.S.C. §102(e).

For at least the reasons set forth above, Applicant submits that none of the references cited by the Examiner, either alone or in combination, teach all of the limitations of independent claims 34, 39, 44, 48, 52, and 53. Accordingly, Applicant further submits that dependent claims 35-38, 40-43, 45-47, and 49-51 are allowable because they depend from allowable independent claims, as well as for the further limitations they contain.

#### **Note regarding 37 C.F.R. §1.131**

Gardenswartz, which is relied upon by the Examiner for the rejection of claims 22-53 under 35 U.S.C. §103(a), claims priority to a provisional patent application filed December 30, 1998. Applicant’s filing date for the above-referenced application is February 17, 1999 (less than two months after Gardenswartz’s earliest priority date). Although Applicant traversed the Examiner’s rejection under 35 U.S.C. §103(a), Applicant expressly reserves the right to submit an appropriate oath or declaration, pursuant to 37 C.F.R. §1.131, to establish invention of the subject matter of rejected claims 22-53 prior to the effective date of Gardenswartz should the Examiner maintain the improper rejection.

#### **Newly Added Claims 54-59**

Newly added claims 54-59 are patentable for at least the reason that they include one or more of the features described above as missing from the references of record.



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**CONCLUSION**

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action and, as such, the application is in condition for allowance. Notice to that effect is respectfully requested.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Date: January 28, 2005

Respectfully submitted,

By:

  
Bradford C. Blaise

Registration No. 47,429

**Customer No. 00909**

PILLSBURY WINTHROP LLP

P.O. Box 10500

McLean, Virginia 22102

Main: 703-905-2000

Direct Dial: 703-905-2141

Fax: 703-905-2500



ERY-2AB

PLEASE STAMP TO ACKNOWLEDGE RECEIPT OF THE FOLLOWING:

In re Application of: Kamran AMJADI

Serial No.: 09/251,480  
Filed: February 17 1999

Group Art Unit: 2756  
Examiner: Unassigned

For: INCENTIVE NETWORK

1. Information Disclosure Statement
2. Six binders of 360 tabbed references
3. Form PTO 1449

Dated: July 16, 1999  
Case Ref: 06777.0001-00000  
Atty: JAB/hkrabin- MD 834



JUL 16 1999

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7-14-99  
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PATENT  
Attorney Docket No. 06777.0001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Kamran AMJADI	)	
	)	
Serial No.: 09/251,480	)	Group Art Unit: Unassigned
	)	
Filed: February 17, 1999	)	Examiner: Unassigned
	)	
For: INCENTIVE NETWORK	)	

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicant brings to the attention of the Examiner the documents listed on the attached PTO 1449. This Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits for the above-referenced application.

Copies of the listed documents are attached in six binders with the documents tabbed for the Examiner's convenience.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and Applicant determines that the cited documents do not constitute "prior art" under United States law, Applicant

LAW OFFICES

FINNEGAN, HENDERSON,  
FARABOW, GARRETT,  
& DUNNER, L.L.P.  
1300 I STREET, N.W.  
WASHINGTON, D.C. 20005  
202-408-4000

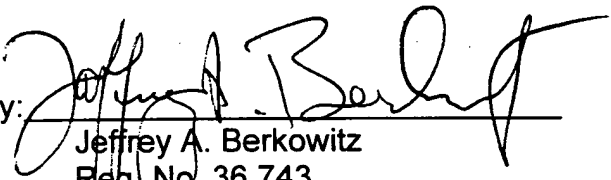
reserves the right to present to the office the relevant facts and law regarding the appropriate status of such documents.

Applicant further reserves the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

By:   
Jeffrey A. Berkowitz  
Reg. No. 36,743

Date: July 16, 1999

**INFORMATION DISCLOSURE CITATION**  
(Use several sheets if necessary)



OMB No. 0651-0011

Atty. Docket No.	06777.0001-00000	Serial No.	09/251,480				
Applicant		Kamran Amjadi					
Filing Date	February 17, 1999	Group	2756				
<b>U.S. PATENT DOCUMENTS</b>							
Examiner Initial*	Tab	Document Number	Date	Name	Class s	Sub Class	Filing Date If Appropriate
	1	3,688,276	8/29/72	Quinn			
	2	3,573,747	4/6/71	Adams et al.			
	3	4,186,438	1/29/80	Benson et al.			
	4	4,346,442	8/24/82	Musmanno			
	5	4,376,978	3/15/83	Musmanno			
	6	4,449,186	5/15/84	Kelly et al.			
	7	4,674,044	6/16/87	Kalmus et al.			
	8	4,677,552	6/30/87	Sibley, Jr.			
	9	4,694,397	9/15/87	Grant et al.			
	10	4,734,858	3/29/88	Schlaflly			
	11	4,689,478	8/25/87	Hale et al.			
	12	3,719,927	3/6/73	Michels et al.			
	13	4,755,940	7/5/88	Brachtli et al.			
	14	4,630,201	12/16/86	White			
	15	4,774,662	9/27/88	Ito et al.			
	16	4,675,815	6/23/87	Kuroki et al.			
	17	4,321,672	3/23/82	Braun et al.			
	18	5,774,868	6/30/98	Cragun et al.			
	19	5,227,874	7/13/93	Von Kohorn			
	20	5,754,938	5/19/98	Herz et al.			
	21	5,758,257	5/26/98	Herz et al.			
	22	4,752,675	6/21/88	Zetmeir			
	23	5,612,868	3/18/97	Off et al.			
	24	5,283,734	2/1/94	Von Kohorn			
	25	5,057,915	10/15/91	Von Kohorn			

	26	5,713,795	2/3/98	Kohorn			
	27	5,697,844	12/16/97	Von Kohorn			
	28	5,368,129	11/29/94	Von Kohorn			
	29	5,034,807	7/23/91	Von Kohorn			
	30	4,926,255	5/15/90	Von Kohorn			
	31	4,745,468	5/17/88	Von Kohorn			
	32	4,876,592	10/24/89	Von Kohorn			
	33	5,249,044	9/28/93	Von Kohorn			
	34	5,128,752	7/7/92	Von Kohorn			
	35	5,791,991	8/11/98	Small			
	36	5,353,218	10/4/94	De Lapa et al.			
	37	5,502,636	3/26/96	Clarke			
	38	5,245,533	9/14/93	Marshall			
	39	5,515,098	5/7/96	Carles			
	40	5,380,991	1/10/95	Valencia et al.			
	41	5,420,606	5/30/95	Begum et al.			
	42	5,305,197	4/19/94	Axler et al.			
	43	5,305,195	4/19/94	Murphy			
	44	5,185,695	2/9/93	Pruchnicki			
	45	5,287,268	2/15/94	McCarthy			
	46	5,117,355	5/26/92	McCarthy			
	47	5,202,826	4/13/93	McCarthy			
	48	4,791,281	12/13/88	Johnsen et al.			
	49	4,882,675	11/21/89	Nichtberger et al.			
	50	RE 34,915	4/25/95	Nichtberger et al.			
	51	5,193,056	3/9/93	Boes			
	52	5,557,518	9/17/96	Rosen			
	53	4,872,113	10/3/89	Dinerstein			
	54	5,710,887	1/20/98	Chelliah et al.			
	55	5,710,886	1/20/98	Christensen et al.			
	56	5,724,521	3/3/98	Dedrick			
	57	5,642,484	6/24/97	Harrison, III et al.			
	58	5,459,306	10/17/95	Stein et al.			

	59	5,287,181	2/15/94	Holman			
	60	5,644,723	7/1/97	Deaton, et al.			
	61	4,949,256	8/14/90	Humble			
	62	5,557,721	9/17/96	Fite et al.			

#### FOREIGN PATENT DOCUMENTS

		Document Number	Date	Country	Class	Sub Class	Translation Yes or No
	63	60-3783	1/10/85	Japan			Yes
	64	WO 97/23838	7/3/97	PCT			
	65	1 489 572	10/19/77	UK			

#### OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	66	"Viewdata and the Information Society," Prentice-Hall, Inc., Englewood Cliffs, N.J., Chapters 1, 5, 8, 9, 21.
	67	Berry, L.M., "Electronic Marketing: No Walls In This Mall," Direct Marketing, Vol. 49, Issue 2, June 1986, pp. 40-44, 71.
	68	"Consumers Plugging Into New Electronic Mall," Advertising Age, March 4, 1985.
	69	"Electronic In-Home Shopping: 'Our Stores Are Always Open,'" Chain Store Age Executive, March 1985, pp. 111-116.
	70	Russell, John F., "Why Not Walk to Your Distributor's," Purchasing, March 14, 1985, pp. 68A30-68A37.
	71	"Rebirth of a Salesman: Willy Loman Goes Electronic," Business Week, February 27, 1984, pp. 103-104.
	72	"Would You Buy a Car from This Computer?" Business Week, December 17, 1984, pp. 93-97.
	73	"How a Fujitsu Communications System Keeps Mrs. Murata Off the Streets at Night," Business Week, December 3, 1984.
	74	Stundza, Tom, "Alcoa: Taking the Next Step to Computerized Purchasing," Purchasing, March 27, 1986, pp. 124B3-124B5.
	75	Morgan, James P., "A Good Computer Program Should Fit the Users," Purchasing, November 20, 1986, pp. 46-48.
	76	"Compressing Distribution into a Network," Modern Office Technology, April 1986, pp. 108-112.
	77	"Software for Purchasing," Purchasing, September 12, 1985, pp. 93-95.
	78	Tydeman, John, et al., "Teletext and Videotex in the United States," Data Communications, McGraw-Hill Publications Company, Chapter 4: "Current State of Teletext and Videotex in the United States."

79	Clarke, K.E., "Videotex Display Technology: The Immediate Past and the Likely Future," The Radio and Electronic Engineer, Vol. 52, No. 2, February 1982, pp. 59-66.
80	Booth, P.J., "The Evolution of Videotex New Directions, Paper Presented to Swiss Videotex 84, Bâsel, Switzerland, September 1984.
81	Electronic Technology, "Videotex Decoder and Microcomputer."
82	Gaujard, Pierre, "Videotex 1980: State of the Art France, Inside Videotex, Proceedings, A Seminar Held March 13-14, 1980, pp. 26-42.
83	"Electronic Data Interchange--The Link to Business Connections," Section 1, Electronic Data Interchange, pp. 1-13.
84	Electrical Industry Applications, The Electronic Data Interchange Association, Volume III, 3/14/85, pp. II-1-II-15.
85	Dreyfuss, Joel, "Networking: Japan's Latest Computer Craze," Fortune, July 7, 1986, pp. 95-96.
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*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.		
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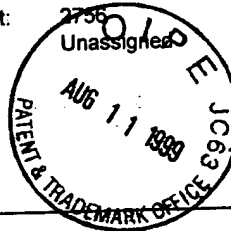
In re Application of: Kamran AMJADI

Serial No.: 09/251,480  
Filed: February 17 1999

Group Art Unit: 2756  
Examiner: Unassigned

For: INCENTIVE NETWORK

1. Supplemental Information Disclosure Statement.
2. PTO-1449 (with 14 references).



Dated: August 11, 1999  
Case Ref: 06777.0001-00000  
Atty: JAB/JLeFort MD 930

AUG 11 1999

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JL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
 )  
Kamran AMJADI )  
 )  
Serial No.: 09/251,480 ) Group Art Unit: 2756  
 )  
Filed: February 17, 1999 ) Examiner: Unassigned  
 )  
For: INCENTIVE NETWORK )

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. § 1.97(b)

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicant brings to the attention of the Examiner the documents listed on the attached PTO 1449. This Supplemental Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits for the above-referenced application.

Copies of the listed documents are attached.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and Applicant determines that the cited documents do not constitute "prior art" under United States law, Applicant

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INNEMAN, HENDERSON,  
FARABOW, GARRETT,  
& DUNN, L.L.P.  
1300 I STREET, N.W.  
WASHINGTON, D.C. 20005  
202-408-4000

reserves the right to present to the office the relevant facts and law regarding the appropriate status of such documents.

Applicant further reserves the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

By: White & S. Kelly Reg. No. 24,914  
for Jeffrey A. Berkowitz  
Reg. No. 36,743

Date: August 11, 1999

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FINNEGAN, HENDERSON,  
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1300 I STREET, N. W.  
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Atty. Docket No. 06777.0001-00000				Serial No. 09/251,480			
Applicant Kamran Amjadi							
Filing Date February 17, 1999				Group 2756			
<b>U.S. PATENT DOCUMENTS</b>							
<b>Examiner Initial*</b>		<b>Document Number</b>	<b>Date</b>	<b>Name</b>	<b>Class</b>	<b>Sub Class</b>	<b>Filing Date If Appropriate</b>
<b>FOREIGN PATENT DOCUMENTS</b>							
		<b>Document Number</b>	<b>Date</b>	<b>Country</b>	<b>Class</b>	<b>Sub Class</b>	<b>Translation Yes or No</b>
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
"Coupons Online," Electronic Marketing, Ltd., 1994.							
"Interactive Online Targeted Coupon Delivery," Coupons Online.							
"The Power of Targeted Marketing at Mass Media Rates," Coupons Online.							
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)	
"Household Targeted Fraud Resistant Coupon Delivery via Online Services and the Internet," Coupons Online.	
"Lever First Major Player Into On-line Couponing," Brandweek, September 4, 1995.	
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		"Coupons," U.S. News & World Report, September 18, 1995; The New York Times, September 11, 1995.					
		"Muzak® Joins with Coupons Online for Interactive Marketing Program," Press Release, September 5, 1995.					
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"Delivery of a Fraud Proof Coupon Online," Coupons Online.							
"Cents-off Online," Food & Beverage Marketing, September 1995.							
"Savings in Cyberspace," Marketing Tools, October 1995.							
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"Program Information," Coupons Online.							
"Investigation and Prosecution of Manufacturers' Cents-Off Coupon Frauds," Coupon Fraud Prevention Task Force, 1992.							
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In re Application of: Kamran AMJADI

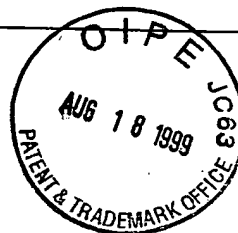
Serial No.: 09/251,480      Group Art Unit: 2756  
Filed: February 17 1999      Examiner: Unassigned

For: INCENTIVE NETWORK

1. Supplemental Information Disclosure Statement.
2. PTO-1449 (with 3 references).

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Dated: August 18, 1999  
Case Ref: 06777.0001-00000  
Atty: JAB/JLeFort MD 930



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	)	
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Assistant Commissioner for Patents  
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If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

By: Walter J. Santelip Reg. No. 24,914  
*for* Jeffrey A. Berkowitz  
Reg. No. 36,743

Date: August 18, 1999

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FINNEGAN, HENDERSON,  
FARABOW, GARRETT,  
& DUNNER, L.L.P.  
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		WO 97/05555	2/13/97	WIPO			
		WO 97/23838	7/3/97	WIPO			
		WO 97/30410	8/21/97	WIPO			
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